

# Panel Discussion | [Metaverse] How to Create Immersive Experience with Metaverse into Real-Life Marketing for Enhanced Customer Experience



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**Does your company have plans to build a metaverse application or is it in your marketing plan?**

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# 1. The role of the Metaverse in enhancing the O2O experience

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## 2. Applications of Metaverse in real-life marketing to create sense of immersion

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### 3. Latest Development of Metaverse and Application

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## Key Takeaways

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## Q&A



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